

ABSTRACT

WAHYU CAHYANINGTYAS, Analysis of Extrinsic and Intrinsic Factor to the Worker's Satisfaction through *Pisang Aroma* Industry "KPK Mawar" in Gesing Village, Kandangan, Temanggung. Guided by **VINI ARUMSARI** and **VANDRIAS DEWANTORO**. This research aimed to find out the working satisfaction level based on kinds of the workers in *Pisang Aroma* industry "KPK Mawar" and to analyze the influence of extrinsic and intrinsic factors on worker's satisfaction in *Pisang Aroma* industry "KPK Mawar". Basic method that used in this research is descriptive method. The method that applied using survey method. Location determined method was done in purposive sampling. Besides, for collecting the respondents used census method. Kinds of data used were primer and secondary data. For collecting the data, the technique used were observation, interview, and note taking. For analyzing the work satisfaction level through the workers, the researcher used *likert* scale. Multilinier regression analysis used to analyze the influence of extrinsic and intrinsic factor into the work satisfaction among the workers.

The result of the observation in *Pisang Aroma* industry "KPK Mawar" in Gesing Village, Kandangan, Temanggung showing that the level of the workers; satisfaction is high. On the other hand, the result of observation about the influence extrinsic and intrinsic factor showing that administration factor and business policy, salary, advancement, and achievement was a factor that didn't influence the work satisfaction. On the contrary, supervision, relationship among the workers the influence the work satisfaction a lot among the works.

Keywords : Extrinsic and Intrinsic factor, Work satisfaction among the workers, *Pisang Aroma* Industry